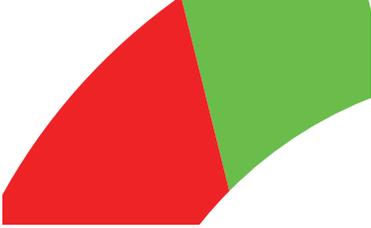




Eye Level

I am the key.





EYE LEVEL

Eye Level is an after-school program offering both enrichment and remediation in math and English for children ages 3-18. Built on an educational philosophy and method where self-directed learning and critical thinking are at the core, Eye Level provides a customized learning experience that helps children develop academic skills, build confidence and establish a love of lifelong learning. Founded in South Korea by Young-Joong Kang in 1976, Eye Level has grown to more than 1,145 learning centers and more than two million students worldwide. The company's North American headquarters is in Ridgefield Park, N.J.

For more information, visit: www.myeyelevel.com.

For information on franchise opportunities, visit: www.myeyelevel.com/Global/English/Franchise/



MEET THE TEAM



Xavier Han Kim, CFE | Vice President of Franchising

Xavier brings considerable knowledge of business and franchise development, strategic planning, as well as a background in marketing and brand development, to his role as vice president at Daekyo America, Inc. In 2011, Xavier was named vice president when he assumed the responsibility of building an infrastructure for the franchising division, developing a leadership program, and combining both the franchise sales and development functions to elevate Eye Level as a notable franchise brand in North America. Prior to joining Daekyo, Xavier was a managing director of franchise at NexGen Inc., the global franchise consulting company, as well as the leader of the Franchise Recruitment and Development Department (FRDD) at Kumon North America, Inc., where his personal contribution resulted in the opening of more than 500 new franchise learning centers throughout the United States. Xavier graduated from the University of California, Davis and attended the University of St. Thomas in Texas for his graduate studies. He is also the founder and CEO at Bridge of Mission International, Inc.



Amy Endo, Ph.D. | Director of Research & Development

Amy Endo, Ph.D. is the director of research and development at Eye Level. In this role, Dr. Endo continues to advance the English curriculum in the United States by developing and implementing new educational strategies that meet the demands of students and parents. Endo brings in-depth knowledge of the supplemental education market and an extensive academic background in educational research, including a Bachelor of Arts in linguistics from Wellesley College, a Master of Education from Harvard Graduate School of Education and a doctorate in educational psychology from Columbia University. Prior to joining Eye Level, Dr. Endo served as a graduate research assistant at Columbia University where she developed an integrated literacy and social studies curriculum for the New York City public school system.

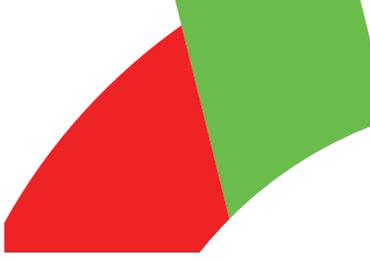
WHY EYE LEVEL?

THE DIFFERENCE

Eye Level is unique due to its underlying philosophy that instructors must first become students of their own students. Only when an educator sees the learning challenge from the child's perspective – the Eye Level – is he or she able to set appropriate goals and tailor a program to attain them, one successful step at a time.

Eye Level was founded on the principal of fostering self-directed learning through individualized academic coaching at the pace and level needed by the child.





EYE LEVEL QUICK FACTS

- Eye Level was founded in 1976 in South Korea by Young-Joong Kang. Today, Eye Level has more than 1,145 learning centers and more than two million students worldwide.
- Eye Level is built on an educational philosophy and learning method where self-directed learning, individualized academic coaching and critical thinking are at the core.
- Eye Level offers both enrichment and remediation in math and English for children ages 3-18, and provides a customized learning experience based on the unique needs of each child.
- Eye Level programs have a low instructor-to-student ratio to ensure all children get the attention he/she needs and deserves.
- With critical thinking and problem-solving built into the program, Eye Level has proven results in improving academic progress and instilling lifelong learning in children.



PROGRAM OVERVIEW

The Math Curriculum

Eye Level Math takes the student through a continuum of study areas covering basic skills, as well as advanced concepts and applications. Each level emphasizes critical thinking through reasoning skills such as sequencing, comparing, planning, hypothesizing, analyzing and critiquing.

The English Curriculum

Eye Level's English curriculum takes students from the basic motor skills needed for reading and writing, through the building blocks of grammar, to the more complex concepts that allow the mastery of verbal and written communication.

The Play Math Curriculum

Eye Level Play Math is a collection of comprehensive learning materials designed to introduce mathematical concepts to preschool-aged children by providing the essential groundwork needed for learning and advancement. By incorporating exercises focused on the development of motor skills and math creativity – including math stories, drawing, finger games and theme studies, among others – Play Math develops logical and mathematical thinking abilities and builds creativity and skills.



FAQ

GENERAL

What is Eye Level?

Eye Level is the solution for fostering self-directed and individualized learning. We nurture problem solvers, critical thinkers and lifelong learners. A premier supplemental education and enrichment program, Eye Level offers an innovative and effective teaching method in a fun and exciting learning environment, where self-directed learning, individualized academic coaching and critical thinking are at the core of helping children improve and excel in their academic pursuits.

How long has Eye Level been around?

The Eye Level program was developed in 1976 by Young-Joong Kang, the current chairman of Eye Level's parent company Daekyo, Inc. Since being founded in 1991 as Daekyo America, the number of learning centers in North America and throughout the world has steadily increased. Today, there are over 190 learning centers nationwide and more than 1,145 additional locations worldwide, educating over two million children.

What is a self-directed learner?

A self-directed learner is a student who takes charge of their own education by setting goals and working to achieve them, and, in doing so, brings an endless source of knowledge when attempting any new activities.

How do Eye Level instructors develop self-directed learning?

Eye Level instructors encourage the development of self-directed learning by setting goals with students, establishing individualized lesson plans, adjusting those plans when appropriate and providing routine academic coaching. Self-directed learning ability develops within a student over the course of several months, not just a few weeks, so the longer a student is enrolled in Eye Level, the stronger his/her self-directed learning skills will become.





What is academic coaching?

Academic coaching is the process by which Eye Level instructors and directors seek to foster a student's development of academic skills and self-directed learning ability. It is a process that combines the instructor's study of the curriculum with observations of the student, thereby allowing the instructor to learn how the student naturally works. This enables the instructor to engage in targeted interactions with the student during class. The instructor (1) asks questions to help the child discover the answer, (2) provides the appropriate type of hints when necessary and (3) provides more direct coaching when needed. Through academic coaching, a student develops the confidence to work independently and to tackle new challenges both inside and outside of the classroom.

Is the Eye Level program proven?

The Eye Level program is aligned with the National Council of Teachers of Mathematics (NCTM) and the National Council of Teachers of English (NCTE). Since the birth of the Eye Level program and its migration across the globe, enrollment and customer satisfaction figures have continued to increase. This success is largely due to Eye Level's commitment to operating from the core values of honesty, passion and respect. Eye Level strives for the betterment of society through creative, sound products and services that enrich the lives of families around the world, while inspiring pride in our own employees.

PROGRAM

What makes Eye Level stand out from other supplementary education centers or tutors?

Eye Level begins with our core concept of having every child believe, "I am the key." Through our curriculum, the student follows a step-by-step process that allows him/her to become a confident, self-directed learner. The student learns and masters each concept through an individually tailored experience focused on developing not only basic skills but also critical thinking ability, not by pure repetition or memorization. We also strive to meet and coach the child on his/her level. This process is aided by our low teacher-to-student ratio that allows for a balance of independent student and one-on-one academic coaching.





What is the right age for a child to enroll in Eye Level?

We encourage children of all ages, from preschool to secondary school students, to participate in the Eye Level program. In order to develop effective study habits that build a lasting foundation, the earlier a student enrolls the better.

What programs does Eye Level offer?

All Eye Level centers offer Play Math, math and English programs. Some centers also offer a Korean language program.

How will you know where to place a child in the curriculum?

Our diagnostic test will provide insight into the student's ability and learning needs. The test is coupled with careful observations by the center staff in order to determine the best place to start the student in the Eye Level curriculum. We aim for each child to start in a place of confidence so that he/she can progress rapidly to more challenging concepts.

How long is each class?

Each class is approximately one hour per subject.

Other than booklets, what study tools do students use?

The Eye Level program includes a variety of materials designed to help a child understand each concept. Eye Level study incorporates items such as flashcards, interactive blocks and cubes, and customizable supplementary exercises to help maximize and optimize a child's learning experience.

Can Eye Level be used to prepare for standardized tests?

Many students enrolled in the Eye Level program are among the top test takers. Although we do not offer specifically tailored "test prep" courses, enrollment in the Eye Level program provides a student with the essential critical thinking skills around which many tests build their questions. The Eye Level student will be more comfortable, prepared and confident when tackling all types of tests.





Can the Eye Level program be used for both remedial and enrichment purposes?

Yes – Eye Level is an individualized and self-directed learning program and can be applied to any and all purposes. The low teacher-to-student ratio, critical thinking component and supplementary exercises all work to strengthen or challenge each student.

How do I enroll in the Eye Level program?

The first step is to locate a center on www.myelevel.com under the “How to Start” tab. Once you choose your preferred center, you can contact them via email or phone to schedule a free orientation and complimentary diagnostic test.

Where can I receive more information?

To schedule a free visit, locate your nearest center on www.myelevel.com or call 888-835-1212 to receive additional information or supplemental materials.

What additional incentives and benefits are there to enrolling in Eye Level?

Eye Level also has a complementary rewards system, Key & Point, to acknowledge certain milestones and achievements. For more information, log on to www.keyandpoint.myelevel.com.

FRANCHISING

Why should I franchise with Eye Level?

The supplementary education market is rapidly expanding, and Eye Level currently has single- and multi-unit ownership opportunities available, offering protected territories and manager-run models that do not require a full-time commitment.

Do I need a background in education to run a franchise?

No – Eye Level seeks individuals with an entrepreneurial spirit and desire to serve the community by helping children develop and master basic foundational skills that lead to success.

How much money do I need to open an Eye Level center?

To join the Eye Level network, franchisees must possess a minimum net worth of \$100,000 and at least \$50,000 in liquid assets. The standard franchise fee is \$20,000, and Eye Level also honors a 50% discount for veterans and their families.





What is the application and approval process?

Eye Level will work with you to complete the process once you have submitted your application.

- Complete and submit your application.
- Participate in an initial phone interview with the franchise recruitment manager.
- Participate in an in-person interview with the general manager.
- Receive and review the Franchise Information packet.
- Participate in a more in-depth review of finances and standard background check.
- Receive Disclose Franchise documents and sign the Franchise Agreement.
- Successfully complete the Eye Level basic training program.
- Gain approval of site.
- Finalize lease for approved site.
- Grand Opening.

What kind of training will I receive?

Eye Level prides itself on providing its franchisees with thorough training, and all of our franchisees go through a seven-day training program prior to their location's opening, during which they learn about the principles of the Eye Level programs, effective marketing strategies, the Eye Level ERP system (Enterprise Resource Planning), diagnostic testing and parent consulting, daily learning center operations, devising solid business plans and more.

How will Eye Level support my franchise?

Through our corporate and regional offices, our staff takes an active role in supporting franchises from Day One, partnering with them to give them the tools and resources they need to grow and sustain a successful business. Eye Level offers continued training seminars and programs for both franchisees and teachers, and provides updated materials for students. Eye Level supports local marketing efforts through marketing subsidies, provides promotional tools and materials, and offers in-center visits from a field consultant who understands the local market and whose main objective is to help every franchisee grow his or her business.

How can I get more detailed information on franchise opportunities?

For more information, call 888-835-1212 or visit www.myeyelevel.com/Global/English/Franchise/.





CONTACT INFORMATION

**FOR PRESS INQUIRIES,
PLEASE CONTACT:**

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